

COMMERCE

Waterford revamps barware offerings for today's edgier consumer

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Waterford's Rebel decanters

By STAFF REPORTS

British crystal maker Waterford is showing off its rebellious side through a new collection of jewelry, barware and giftware called Rebel.

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Introduced through social media and an email campaign, Waterford is sharing its edgier designs, likely to appeal to a younger generation who may feel that the brand's traditional aesthetics do not meld with modern style. Waterford says so itself in copy from its email campaign, stating that the pieces in Rebel are “something that no one expected and everyone wants.”

Crystal edge

The imagery in the email, which is repeated on Waterford's social accounts, shows a model dressed in all black with leather pants and leather jacket draped over her shoulders. Here, the consumer can select to explore the Rebel collection as whole, or they can continue to scroll to discover the facets of the line which include jewelry, barware and giftware.

On the click-through, Waterford explains that the Rebel line “embodies a spirit of

nonconformist cool” through the use of punk studs. Designed by Jo Sampson, the pieces are stark and geometrically simple while the punk studs adds an element of “tough, streetwise vitality” which contrasts with the craftsmanship needed for the construction of each piece.

Rebel also combines golden metal with crystals in colors such as plum, amber, blush, pink and purple. Overall, Waterford explains that the Rebel collection’s aesthetic “mixes the rough with the smooth.”

Pieces in the collection include vases, picture frames, decanters and perfume bottles of all shapes and sizes, drinking glasses, bar accessories, jewelry such as necklaces, rings and earrings as well as a hip flask, a measuring tape and a USB flash drive.

Embedded Video: <https://www.youtube.com/embed/sXzB50etvhs>

Waterford Rebel collection with Jo Sampson

Across sectors, brands attempt to update their images in a variety of ways.

For instance, British automaker Jaguar is courting United States consumers with the roll out of a new market strategy that adds two vehicles to its lineup and the addition of complimentary maintenance.

In an effort to boost its competitive edge, particularly among entry-level consumers, the brand is heralding its transformation via marketing campaigns that center on the value of its vehicles. In recent years, luxury automakers that have extended their pricing strategies downward have seen a boost in sales as they open themselves up to a wider consumer base ([see story](#)).

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